



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
Tel: 510.464.7700
TDD/TTY: 510.464.7769
Fax: 510.464.7848

Memorandum

TO: Operations Committee

DATE: March 6, 2009

FR: Executive Director

W.I. 1227

RE: Contract Amendment: Marketing, Web and Communication Services: Swirl Inc.

Staff requests that the Operations Committee approve a not-to-exceed contract amendment of \$100,000 with Swirl, Inc. to perform an evaluation of two pilot demonstrations of regional signage to improve transit connectivity. Swirl was selected as MTC's marketing, web and communications consultant in 2006 as a result of a competitive procurement. Their scope of work includes market research related to the Hub Signage Program.

Background

The Transit Connectivity Plan, adopted by the Commission in April 2006, recommended connectivity improvements at 24 regional transit hubs. The first improvement, the Hub Signage Program, will result in installation of wayfinding signage, real-time transit information signs and transit information display cases.

Transit agencies at ten regional hubs requested MTC assistance to implement signage improvements. These hubs are currently in the engineering phase, with installation scheduled for fall 2010. The San Rafael Transit Center serves as a pilot for these MTC-led hubs, with installation scheduled for summer 2009.

Santa Rosa Transit is directly managing signage improvements at the Santa Rosa Transit Center and is in the engineering phase for this hub. In spring 2009, BART will complete signage improvements at the Embarcadero/San Francisco Ferry Terminal. This will serve as a pilot for BART's other 12 hubs.

Evaluation of Hub Signage Program Pilot Hubs

The San Rafael and the Embarcadero BART station pilot hubs will provide an opportunity to test final concepts of the Hub Signage Program prior to regional rollout. Staff recommends using focus groups and intercept surveys to evaluate the pilot signage, including: clarity of message; completeness and consistency of signage system; appropriate siting of signs; and feasibility of incorporating foreign language elements.

To this end, staff recommends increasing our existing Marketing, Web and Communications Services contract with Swirl, Inc. by \$100,000 to conduct four focus groups and an intercept survey, complete a written evaluation of the installations at the pilot hub locations and recommend changes if any, for the remaining installations.

Recommendation

Staff requests that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Swirl, Inc. in an amount not to exceed \$100,000.

Steve Heminger

Sh: JS

J:\COMMITTEE\Operations\2009 Operations Comm Packets\March09\HSP Pilot Evaluation_Swirl_Stagi.doc

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1227
Contractors:	Swirl, Inc. San Francisco, CA
Work Project Title:	Regional Transit Hub Signage Program (HSP)
Purpose of Project:	Consumer Feedback on the HSP
Brief Scope of Work:	Develop and administer evaluations of the installed Hub Signage Program at the Embarcadero/SF Ferry Terminal and San Rafael Pilot Hubs
Project Cost:	\$100,000 (current contract ceiling for FY 08-09 = \$9,831,475)
Funding Source:	Prop. 1B
Fiscal Impact:	Included in the FY 2008-09 Budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and amend the contract with Swirl, Inc. to provide consulting services for the evaluation of the Hub Signage Program at the Embarcadero/S.F. Ferry Terminal and San Rafael Pilot Hubs, and the Chief Financial Officer is authorized to set aside funds for such amendment in the amount of \$100,000.
MTC Operations Committee:	Approved: _____ Sue Lempert, Chairperson
Approved:	Date: March 13, 2009